



WEWS

# ORDER

Flight Dates **09/30/12-10/09/12**

Contract / Revision      **312272 /**      **Product**      **Bob Gibbs For Congress. TV 9.30-**

Original Date / Revision      09/25/12    09/25/12      Agency Com    15%

Advertiser **Gibbs / Republican / Congre**      Billing Contact

**7669 Stagers Loop**  
**Delaware, OH 43015**

Agency    **Strategic Media Placement**

Buying Contact

**7669 Stagers Loop**  
**Delaware, OH 43015**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority      P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 114400

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	2	\$1,763.75	\$2,075.00	0.00	08/27/12	09/30/12	2	\$1,763.75	\$2,075.00
October 2012	100	\$95,476.25	\$112,325.00	0.00	10/01/12	10/09/12	100	\$95,476.25	\$112,325.00
<b>Totals</b>	<b>102</b>	<b>\$97,240.00</b>	<b>\$114,400.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/30/12	10/09/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	7	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00						
Week:		10/01/12	10/07/12	MTWTF--	5		\$550.00		0.00						
Week:		10/08/12	10/14/12	MT-----	2		\$550.00		0.00						



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Hiatus Dates

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Order Sep    00:20:00

Advertiser    **Gibbs / Republican / Congr**    Product **Bob Gibbs For Congress.**    TEstimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/30/12	10/09/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--					5	\$600.00		0.00			
Week:		10/08/12	10/14/12	MT-----					2	\$600.00		0.00			
N 3	WEWS	09/30/12	10/09/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	7	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--					5	\$550.00		0.00			
Week:		10/08/12	10/14/12	MT-----					2	\$550.00		0.00			
N 4	WEWS	09/30/12	10/09/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					4	\$550.00		0.00			
Week:		10/08/12	10/14/12	MT-----					2	\$550.00		0.00			
N 5	WEWS	09/30/12	10/09/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--					5	\$1,000.00		0.00			
Week:		10/08/12	10/14/12	MT-----					2	\$1,000.00		0.00			
N 6	WEWS	09/30/12	10/09/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MT-TF--					4	\$550.00		0.00			
Week:		10/08/12	10/14/12	MT-----					2	\$550.00		0.00			
N 7	WEWS	09/30/12	10/09/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--					5	\$900.00		0.00			
Week:		10/08/12	10/14/12	MT-----					2	\$900.00		0.00			
N 8	WEWS	09/30/12	10/09/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--					5	\$900.00		0.00			
Week:		10/08/12	10/14/12	MT-----					2	\$900.00		0.00			
N 9	WEWS	09/30/12	10/09/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$950.00	P-2	0.00	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--					5	\$950.00		0.00			
Week:		10/08/12	10/14/12	MT-----					2	\$950.00		0.00			
N 10	WEWS	09/30/12	10/09/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$1,300.00	P-2	0.00	NM	7	\$9,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--					5	\$1,300.00		0.00			
Week:		10/08/12	10/14/12	MT-----					2	\$1,300.00		0.00			



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Advertiser    **Gibbs / Republican / Congr**    Product **Bob Gibbs For Congress.**    TEstimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 10	WEWS	09/30/12	10/09/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$1,300.00	P-2	0.00	NM	7	\$9,100.00
N 11	WEWS	09/30/12	10/09/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----		0				\$0.00		0.00			
Week:		10/01/12	10/07/12	MTW-F--		4				\$1,000.00		0.00			
Week:		10/08/12	10/14/12	M-----		1				\$1,000.00		0.00			
N 12	WEWS	09/30/12	10/09/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----		0				\$0.00		0.00			
Week:		10/01/12	10/07/12	M-WTF--		4				\$1,000.00		0.00			
Week:		10/08/12	10/14/12	MT-----		2				\$1,000.00		0.00			
N 13	WEWS	09/30/12	10/09/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	5	\$2,400.00	P-2	0.00	NM	7	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----		0				\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--		5				\$2,400.00		0.00			
Week:		10/08/12	10/14/12	MT-----		2				\$2,400.00		0.00			
N 14	WEWS	09/30/12	10/09/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----		0				\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--		5				\$900.00		0.00			
Week:		10/08/12	10/14/12	MT-----		2				\$900.00		0.00			
N 15	WEWS	09/30/12	10/09/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----		0				\$0.00		0.00			
Week:		10/01/12	10/07/12	-----		0				\$0.00		0.00			
Week:		10/08/12	10/14/12	M-----		1				\$14,000.00		0.00			
N 16	WEWS	09/30/12	10/09/12	NCAA 330p-7pm NCAA 330p-7pm	CM	330-7p	-----S-	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----		0				\$0.00		0.00			
Week:		10/01/12	10/07/12	-----S-		1				\$2,800.00		0.00			
Week:		10/08/12	10/14/12	-----		0				\$0.00		0.00			
N 17	WEWS	09/30/12	10/07/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$775.00	P-1	0.00	NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$775.00		0.00			
Week:		10/01/12	10/07/12	-----S		1				\$775.00		0.00			
N 18	WEWS	09/30/12	10/09/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$1,300.00		0.00			
Week:		10/01/12	10/07/12	-----S		1				\$1,300.00		0.00			
Week:		10/08/12	10/14/12	-----		0				\$0.00		0.00			
N 19	WEWS	10/07/12	10/07/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1				\$5,000.00		0.00			

